2018 City Council
Strategic Planning Retreat Pre-Work

City of Fayetteville Environmental Scan

Our Strategic Planning Retreat will be focused on what the City of Fayetteville needs to do to achieve its overall vision for our city's future. Effective strategic planning always starts by taking a identifying what is challenging us today, so that we can adapt and change our strategies to help us reach our vision of tomorrow. Please take a few minutes to jot down a couple of answers under each of the following questions, in the context of our Fayetteville community:

1. What are some of the societal trends that are impacting us?

2. What political factors are affecting us?

3. How would you describe our current economic climate?

4. What are some of the community trends we are seeing?

5. What technology factors or trends are affecting us?

6. What are our citizen's needs?

7. What uncertainties does our city face?

SWOT Analysis

A **SWOT Analysis** will be used to critically and constructively consider the attributes of the Fayetteville city government itself. **SWOT** is an acronym used to evaluate our **Strengths, Weaknesses, Opportunities**, and **Threats**. Please jot down your thoughts to the following questions in the matching boxes below:

- What are our **Strengths**? What assets and capabilities are currently available within the organization that can be leveraged to achieve desired results?

- What are our **Weaknesses**? What problem areas or aspects of the government organization are currently standing in the way of strategic success and must be overcome to achieve optimal results?

- What **Opportunities** do we have before us? Opportunities are future-focused conditions that can be used to obtain strategic advantage. What positive external factors should we take advantage of at this time?

- What **Threats** are we facing as an organization? Are there current or potential future internal or external events that, if unmitigated, could potentially seriously impair the organization's ability to reach our goals? These may be political, economic, societal, natural or man-made in nature.

Strengths	Weaknesses
Opportunities	**Threats**